

# ***What is Worksite Health Promotion?***

Health promotion programs vary. Some have a single focus, such as physical activity or smoking cessation; other programs are broader and cover a wide range of health issues.

Health promotion programs can include:

- **Raising Awareness:**

Single health topics addressed in newsletters and emails.

- **Health Assessments:**

Screenings, health fairs, and health risk appraisals.

- **Education:**

Speakers or programs at lunchtime or staff meetings.

- **Skill Building:**

Activity challenges, healthy cooking, CPR, and stress management.

- **Interventions:**

Massage, smoking cessation, and skills to help you get the most out of your doctor visit.



- **Physical Environment:**

Healthy items in the vending machines and cafeterias, clean air practices, ergonomics, bike racks, ex time, and well-lit stairways.

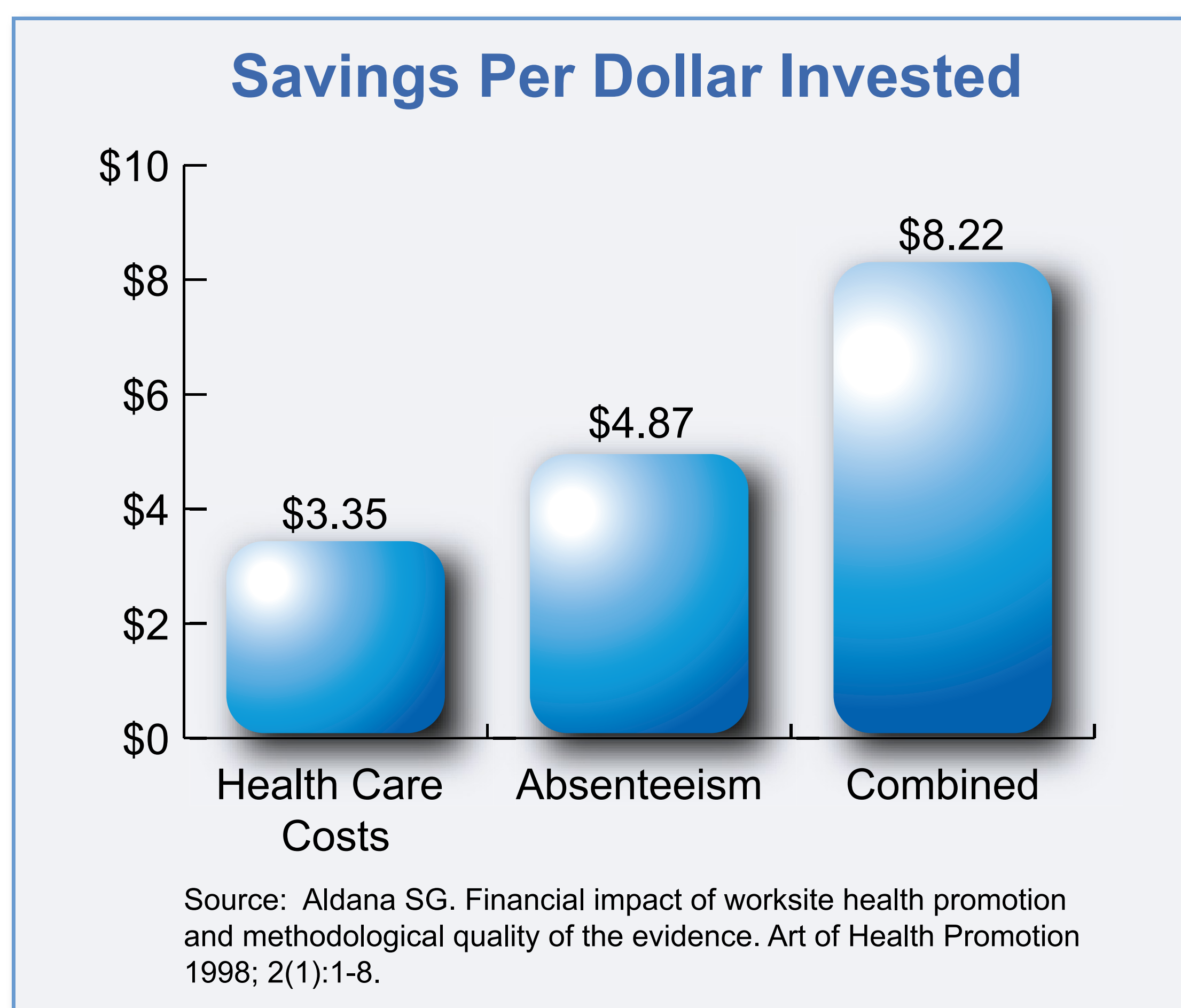
- **Evaluation:**

Initial needs assessment, baseline evaluation measures, and ongoing evaluation of program effectiveness.

# **Why Offer Worksite Health Promotion?**

Risky health behaviors by employees cost a company both in dollars and productivity. Changing those behaviors can save the employer money and increase the employee's productivity.

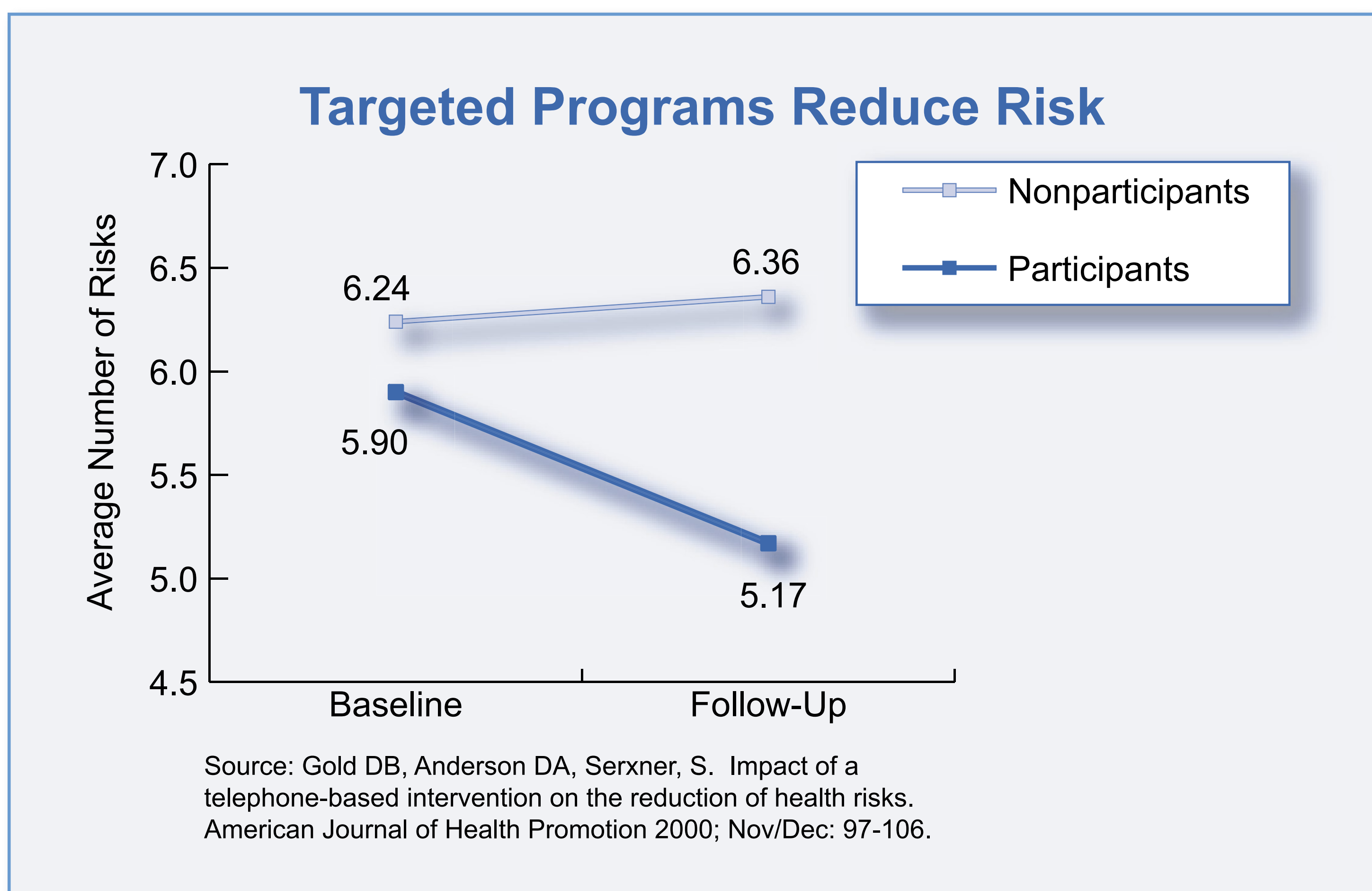
The typical employer spends about \$8,000 a year on an employee's health care. This includes health insurance, disability and worker's compensation. As these costs climb, health insurance is expected to rise at least 10% per year.



- A 1999 study showed a return on investment (ROI) from \$1.49 to \$13 in benefits per dollar spent.
- “Stop Smoking” programs can save employers from \$404 to \$40,829 per employee.
- A 1998 study of six large employers over a three year period showed employees with an inactive lifestyle had 10% higher costs; employees with depression had 70% higher costs.

# **Benefits of Worksite Health Promotion**

- Increased Productivity
- Increased Job Satisfaction
- Improved Recruitment and Retention
- Decreased Absenteeism
- Decreased Workers Compensation and Disability
- Managed Healthcare Costs



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